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4 pieces of business advice from South Florida food entrepreneurs

By [Emon Reiser](#) – Digital Producer, South Florida Business Journal
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A panel of successful South Florida food entrepreneurs opened up about the toughest parts of starting and running their businesses at the Better Food Movement conference at Miami Dade College’s Wolfson Campus on Feb. 21.

Founders Talk: The Real Stories of Food Entrepreneurs was hosted by Endeavor Miami and moderated by *Business Journal* Ventures reporter [Debora Lima](#). Highlights from the discussion:

Otto Othman, co-founder, Pincho Factory: “Don’t be scared to get into this industry. I think things are easier today to start any sort of business with methods like pop-up kitchens, Indiegogo and Kickstarter campaigns and so many other things consumers are used to. Back in the day we didn’t have that. If you want to open a candy bar shop, you can do a Kickstarter to see if there is market validation for it.”

Carlos Ramirez, founder, Powerful Yogurt: “[Be] authentic. That’s my competitive advantage. It’s a matter of staying true to ourselves and connecting with our customer.”

Roger Duarte, co-founder, My Ceviche and Zuuk Kitchen: “Don’t fall in love with your product or service. Fall in love with your customer. Understand your customer’s needs.”

Samuel Gorenstein, co-founder, My Ceviche and Zuuk Kitchen: “Great food doesn’t need to break the bank. In the first year, you want to perfect that product.”

Largest Employers

Ranked by Total S. Fla. employment

Rank	Business Name	Total S. Fla. Employment
1	Publix Super Markets	39,098

Rank	Business Name	Total S. Fla. Employment
2	Baptist Health South Florida	16,003
3	University of Miami	15,091

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